



Canadian households are wasting over 5 billion pounds of food every year

TORONTO, April 16, 2020 - www.hellofresh.ca With a record number of Canadians staying in and cooking at home given the COVID-19 pandemic, reducing household food waste is more important than ever. According to Value Chain Management International (VCMI), Canadian households waste over 5 billion pounds of food every year (or the equivalent weight of 20 CN Towers)!¹ Per Statistics Canada, our country has just over 14,072,080 individual households, which means, a single household can generate over 372 pounds of avoidable food waste each year.² In other words, a single Canadian household can generate over 7 pounds of avoidable food waste each week!

[A recent study by VCMI](#) found that, meals cooked from HelloFresh meal kits produce on average 36.4 percent less household food waste than similar meals cooked using ingredients purchased in grocery stores.³ This due to the pre-portioned ingredients and precise number of servings featured in their meal kit boxes, which are dropped on Canadians' doorsteps each week.



HelloFresh conducted a survey, gathering insights from over 1,000 Canadians, to better understand food waste in our country. The survey revealed:

- **62%** of Canadians agree food waste is a serious problem for the planet
- **97%** of Canadians believe it's important to reduce food waste
- **58%** of Canadians want to reduce edible food waste at home
- **31%** of Canadians confess to throwing out excess ingredients they purchased
- **35%** of Canadians estimate they waste up to \$10 worth of food each week; that's **\$520 worth of food wasted each year!**

¹ Gooch, M., Bucknell, D., Laplain, D., Dent, B., Whitehead, P., Felfel, A., Glasbey, C. 2019. The avoidable crisis of food waste: technical report; Value Chain Management International Inc., Oakville, Ontario.

² <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=F&Geo1=PR&Code1=01&Geo2=PR&Code2=01&Data=Count&SearchText=01&SearchType=Begins&SearchPR=01&B1=All&Custom=&TABID=3>

³ Gooch, M., LaPlain, D., Glasbey, C., Bucknell, D. 2019. Understanding the impact on household food waste and packaging reduction through the use of a direct to consumer meal kit model; Value Chain Management International Inc., Oakville, Ontario.



Last month, HelloFresh donated \$40 thousand dollars to local community food bank partners across Canada to fight food insecurity amid this Global crisis. HelloFresh CEO and Founder, Ian Brooks says, “Helping to feed



Canadians is at the heart of HelloFresh’s mission, which is crucial now more than ever. That’s why we are going beyond our regular food donations and providing financial aid to our food bank partners,” Brooks says. On its website, [Food Banks Canada](#) says, “Providing food to those in need can be difficult at the best of times. With COVID-19, that task just got harder.” Fewer staff and volunteers means less ability to conduct food donation collections, which results in lower stock.

Donation pick-up by Second Harvest, one of HelloFresh’s food bank partners.

[CLICK HERE for 6 Ways to Reduce Your Food Waste.](#)

[More images available here.](#)

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About HelloFresh Canada

HelloFresh Canada was founded in February 2016. HelloFresh delivers ‘cook from scratch’ meal plans straight to your door with carefully curated, easy-to-follow recipe cards and locally sourced pre-portioned fresh ingredients in just the right quantities. HelloFresh helps reduce food waste and takes care of the meal planning, shopping,



measuring and delivering, leaving time for you to do the fun parts: cooking and eating. HelloFresh caters to a variety of needs by offering Pronto, Family, and Veggie boxes. HelloFresh delivers all across Canada. In the three-month period between October 1, 2019 and December 31, 2019, HelloFresh delivered 79.6 million meals to 2.97 million active customers.